

The Formation and Characteristics of Entrepreneurial Culture and Regional Entrepreneurial Culture

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Keywords: Entrepreneurial culture, Regional entrepreneurial culture, Regulation and control, Cultural turn, Effect

Abstract: Under the background of the “cultural turn” of the current global entrepreneurial culture development, the development of China's entrepreneurial culture, society and culture has also entered a period of rapid transformation. Based on the regional entrepreneurial culture of regional culture, this paper systematically analyzes and evaluates the mechanism and effect of entrepreneurial culture on the development of regional entrepreneurial culture on the basis of theoretical and practical research at home and abroad, and comprehensively uses qualitative and quantitative research methods to analyze The positive and negative impacts of entrepreneurial culture on the development of regional entrepreneurial culture, summed up the mechanism of entrepreneurial culture on the development of regional entrepreneurial culture, and evaluated the effect of entrepreneurial culture on the growth of regional entrepreneurial culture, and finally proposed to promote entrepreneurship.

1. Introduction

At present, the relevant researches on the issue of regional entrepreneurial culture in academic circles at home and abroad mainly focus on the interpretation of regional entrepreneurial culture from the perspectives of regional resources, elements, capital and technology. As an important part of the development of regional social entrepreneurship culture, regional entrepreneurial culture is often overlooked. Although there are some research literatures on the relationship between culture and entrepreneurial culture, most of them only pay attention to various regional constraints of enterprises, or explore the influence of cultural industries in general, and rarely discuss regional entrepreneurial culture from the perspective of cultural and entrepreneurial culture interaction. Therefore, this paper emphasizes the interpretation of the development of regional entrepreneurial culture from the perspective of regional entrepreneurial culture, and helps to open up new perspectives on regional entrepreneurial culture research.

Entrepreneurial culture is an advanced culture that promotes the development of social productivity and social entrepreneurship culture. It is nurtured and produced in a certain regional culture, and continues to innovate with the improvement of productivity and the development of social entrepreneurship culture [1-3]. The basic structure of entrepreneurial culture with Chinese characteristics includes entrepreneurial material culture, entrepreneurial behavior culture, entrepreneurial system culture, entrepreneurial spirit culture, etc. The basic contents include the people-oriented concept, advocating entrepreneurship, fault tolerance mechanism, competition cooperation, and open production structure. [4-6]. Entrepreneurial culture includes the dominant value connotation of socialist market entrepreneurial culture, the institutional cultural connotation of socialist political civilization, and the ideological value connotation of socialist spiritual civilization. The characteristics of entrepreneurial culture development include the era of pioneering and innovation, the pragmatism of focusing on reality, the comprehensive and comprehensive systemic, and the forward-looking trend of leading the trend [7-9]. The development of entrepreneurial culture requires both the promotion of the government and the actions of entrepreneurs. It also requires the entrepreneurial culture. The key to regional entrepreneurship culture and social development is to create a harmonious and inclusive entrepreneurial environment and entrepreneurial atmosphere, and to create an entrepreneurial culture with local characteristics

and characteristics of the times [10-12]. Regional entrepreneurial culture, fostering entrepreneurial spirit, and promoting the development of entrepreneurial culture are challenges that the current social development situation presents to us. We must actively respond to the challenges and start from three aspects to cultivate the entrepreneurial spirit of regional culture: first, to strengthen institutional innovation; second, to cultivate rational spirit; third, to promote the pioneering spirit in regional culture, and to cultivate modern markets [13, 14]. In summary, we can easily find that because culture itself is a very complex, multi-level, multi-dimensional concept, the entrepreneurial culture to be studied in this paper is also a diversified, multi-element, multi-level cultural type.

The interaction and interactive development between entrepreneurial culture and regional entrepreneurial culture development is an objective fact with a wide range of practical and practical needs. However, many regions in China have not paid enough attention to the regional entrepreneurial culture in the process of regional development, which has led to the lack of regional entrepreneurial culture in many regions and the lack of support for regional development. This paper emphasizes that through the regional entrepreneurial culture to promote the development of regional entrepreneurial culture, the realization of the interaction between entrepreneurial culture and regional entrepreneurial culture should become one of the important strategic choices for China's regional development and functional improvement.

2. Characteristics of Entrepreneurial Culture in Emerging Regions

At the time of entrepreneurial choice and in the process of entrepreneurship, there are constant enthusiasm and initiative to discover business opportunities, fight for space, and pursue goals. They have certain certainty and self-confidence in their own behaviors, and they have certain prospects and expectations for their industries, so that they can take the lead and take the lead. In the initial stage of entrepreneurship, they are not afraid of suffering and suffering, willing to work hard, showing strong and unyielding spirit and fighting for upward character. In the prosperous period of entrepreneurship, they actively use product innovation or technological innovation to show high innovation ability and creative spirit, further enhance the sense of entrepreneurship and self-awareness, and make entrepreneurial activities more stable and orderly.

2.1 The Driving Force of Market Interest

The resource flow brought about by the system reform and the interests driven by the market entrepreneurial culture play an important role in shaping the entrepreneurial culture of the emerging region. Under the background of the transition of entrepreneurial culture system and social system transformation, no matter what organizational position, cultural tradition and ideology of immigrant entrepreneurs, they could not get rid of the influence of market entrepreneurship culture and urban development. An important feature of market entrepreneurial culture lies in the maximization of entrepreneurial cultural interests. An important feature of urban development lies in the mobility of social resources. Under the conditions of market entrepreneurship culture, regional entrepreneurs must first evaluate the social benefits and entrepreneurial cultural benefits of entrepreneurial practice. Entrepreneurial cultural social benefits are often one of the ultimate indicators for measuring entrepreneurial value and performance. Because of this, every entrepreneur often has a very clear entrepreneurial culture plan at the beginning of the business. In the process of entrepreneurship, he often holds a very clear business strategy, and often produces considerable material products after the entrepreneurial production.

2.2 The Era of Pioneering and Innovation

Since the reform, entrepreneurial practice and cultural accomplishment have fostered the spirit of the times to innovate and dare to do. The development mechanism and management system of the region during the transition period jointly restrict the content and form of pioneering and innovation. It can be said that the spirit of the times of pioneering and innovating is the most important and most significant trait of the emerging regional entrepreneurial culture, and it is also the core and deepest soul of regional revitalization and development. The market entrepreneurial culture system

and the free competition mechanism require regional entrepreneurs to have the character of adventurous and innovative; the unfamiliar urban environment and the difficult entrepreneurial atmosphere require regional entrepreneurs to dare to break through the tradition and dare to be unconventional. Not obsessed with stereotypes, not sticking to the rules and regulations, advocating new life, being willing to take a new road, pursuing fashion, and striving for goals are the basic elements of regional entrepreneurial culture since the reform, and the concrete manifestation of pioneering and innovative entrepreneurship. In a certain sense, the entrepreneurial practice of pioneering and innovating will inevitably lead to the concept of entrepreneurship that keeps pace with the times.

2.3 Practicality for Practical Results

It is another important feature of the regional entrepreneurial culture since the reform, to seek practical results, to quit the talks, to focus on utilitarian purposes, and to dilute the idealistic color. This feature is rooted in the principle of the interest-based principle of the market entrepreneurial culture society, and it is the initial profit-seeking motive of the vast regional entrepreneurship. For each regional entrepreneur, pursuing materialized achievements and realizing the benefits of reality is the basic value orientation of modern regional entrepreneurship. Failure to obtain sufficient material wealth and arduous social prestige means failure and ideal of its own development. As mentioned above, the emerging regional entrepreneurial activities are based on the market entrepreneurial culture. The profit-driven is the core driving force of regional entrepreneurship. Commodity exchange is the basic form of immigrant entrepreneurship. Creating value is the thinking mode of immigrant entrepreneurship. Under the dual control of urban society, regional entrepreneurs are in a social space of fierce competition and survival of the fittest. It is imperative to treat everything with a pragmatic and sincere attitude and to test actions with the pursuit of effective standards.

2.4 Organizational of Independent Collaboration

At the organizational level of entrepreneurial activities, the regional entrepreneurial culture has shown two major trends since the reform. On the one hand, entrepreneurial activities no longer rely on traditional political organizations such as government departments, showing increasingly strong autonomy, flexibility, and independence. Therefore, the degree of liberalization of entrepreneurial culture in emerging regions is constantly increasing. On the other hand, entrepreneurial activities are no longer “single-handedly fighting”. Various private entrepreneurial organizations have sprung up, and the self-organizational strength and scale of regional entrepreneurs are rising. Institutionalization, organization, and teamwork have become regional entrepreneurial cultures.

3. Formation Effect of Entrepreneurial Culture and Regional Entrepreneurial Culture

Entrepreneurial culture has a far-reaching influence on the development of regional entrepreneurial culture. Individual entrepreneurs realize that regional entrepreneurial culture has different degrees of influence. Through the characteristics of regional entrepreneurial culture and its existing problems, it can be found that the influence of regional entrepreneurial culture on the development of regional entrepreneurial culture is mainly reflected in two aspects: on the one hand, it is reflected in the positive effect on the development of regional entrepreneurial culture, concentrated in the new The entrepreneurial spirit after the establishment of China promoted the rapid development of regional entrepreneurial culture. The foundation of science and technology culture provided rich human resources for the development of regional entrepreneurial culture. The open and simple regional culture strongly promoted the cooperation of regional entrepreneurship culture and unique regional entrepreneurship. Culture promotes the formation of local characteristic cultural industries; on the other hand, it is reflected in the negative impact on the development of regional entrepreneurial culture, mainly reflected in the long-term inertia of the formation of entrepreneurial cultural system, which constrains the development of market entrepreneurial culture, regional entrepreneurial culture. Conservatism leads to insufficient innovation motivation of

regional entrepreneurial culture. The backwardness of regional cultural concept has led to a slow pace of regional entrepreneurial culture growth. The small farmers' consciousness formed under the traditional agricultural society has determined the excessive dependence on resource-based entrepreneurial culture.

3.1 The Positive Effect of Entrepreneurial Culture on the Development of Regional Entrepreneurship Culture

After the founding of New China and before the reform and opening up, it was the most prominent period of entrepreneurial spirit in the regional entrepreneurial culture. This period is accompanied by the country's various investment and project layouts, and the entrepreneurial enthusiasm of the majority of workers, farmers, and intellectuals, so that the region has been rapidly developed at this stage. It has become a key area for land reclamation in the country. According to statistics, between 1949 and 1985, the cumulative area of entrepreneurship in the region reached 86.289 million mu (see Table 1), exceeding the total development area of thousands of years before the founding of the People's Republic of China, and established the status of the regional national commodity grain base.

Table 1 Regional Entrepreneurship Area Table from 1949 to 1985 (Unit: 10,000 Mu)

Year	Business area	Year	Business area	Year	Business area	Year	Business area
1949	156.7	1959	251.6	1969	187.8	1979	326.8
1950	239.2	1960	220.0	1970	281.5	1980	158.1
1951	113.2	1961	164.0	1971	165.4	1981	148.7
1952	179.2	1962	211.5	1972	228	1982	99.4
1953	85.8	1963	325.1	1973	133.4	1983	101.0
1954	170.1	1964	366.7	1974	168.4	1984	49.5
1955	346.2	1965	436.8	1975	181.5	1985	57.1
1956	983.2	1966	223.0	1976	145.8		
1957	312.4	1967	159.9	1977	142.1		
1958	534.7	1968	137.7	1978	437.3		

3.2 The Science and Technology Culture Foundation Provides High-Quality Manpower

According to the statistical yearbooks of the provinces from 2001 to 2010, the China Statistical Yearbook and the Statistical Yearbook of Chinese Cultural Relics, the relevant data on the development of cultural industries in the Northeast region, including gross domestic product, total output of cultural industries, and added value of cultural industries, The number of cultural institutions, the number of employees in cultural institutions, etc.

Table 2 Data Related To Regional Entrepreneurship Culture Industry from 2000 to 2009

Year	Gross domestic product (100 million yuan)	Total output of cultural industry (100 million yuan)	Cultural industry added value (100 million yuan)	Number of cultural institutions (10,000)	Number of employees in cultural institutions (10,000 people)
	GDP	GO	VA	CI	CP
2000	9743.25	29.93	19.69	2.22	9.15
2001	10626.56	32.34	25.39	2.56	11.73
2002	11393.94	35.46	19.5	3.05	13.12
2003	12955.16	45.05	21.6	3.26	12.95
2004	15133.87	55.21	19.69	3.43	12.52
2005	17181.23	63.23	26.38	3.19	13.8
2006	19791.44	237.82	25.7	3.1	15.55
2007	23552.99	104.67	38.6	2.95	12.48
2008	28409.05	96.45	44.62	3.2	13
2009	31078.24	89.89	73.83	2.65	13.51

From the perspective of the growth rate of regional entrepreneurial culture since the reform and opening up, there has been a clear trend of slowing growth. By comparing the growth rate of regional and national GDP (as shown in Figure 1, it can be seen that since the reform and opening up, the growth rate of regional entrepreneurship has lagged behind the growth rate of the whole

country in general, especially since the 1990s. From the proportion of the total amount of entrepreneurship culture in the country, it can be seen that the status of regional entrepreneurship is gradually decreasing. In the initial stage of reform and opening up, the total amount of regional entrepreneurship accounted for 13.3% of the total national entrepreneurship. By the end of 2009, this proportion has already been It fell to 9.0%, and from 1978 to 2009, the proportion of regional entrepreneurship to the total amount of national entrepreneurship has been continuously declining, as shown in Figure 2.

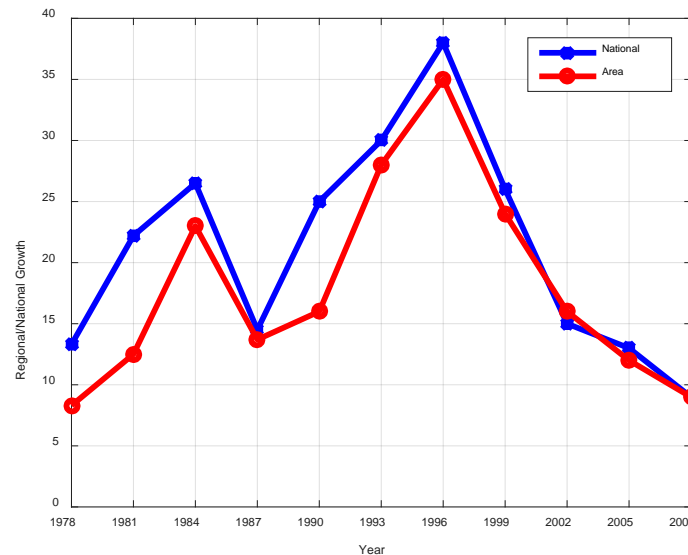


Fig.1 Comparison Of Entrepreneurial Culture and Regional Entrepreneurial Culture Since the Reform and Opening Up

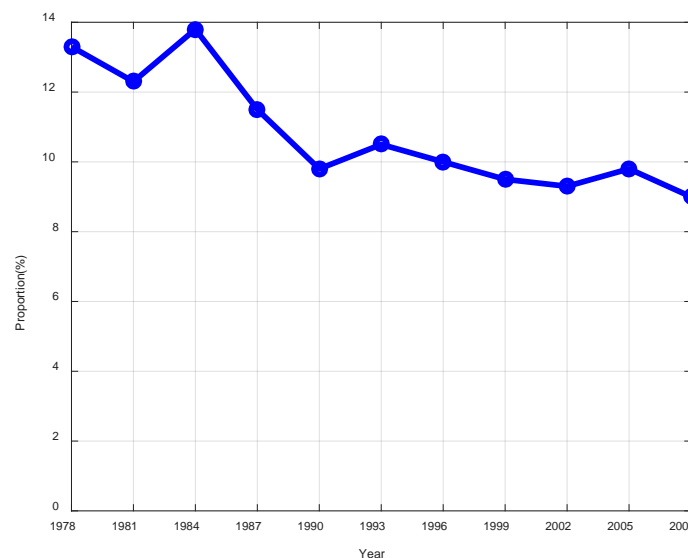


Fig.2 Change Of Regional Entrepreneurial Culture in the National Proportion Since the Reform and Opening Up

Therefore, according to the requirements of regional entrepreneurial culture development, the reshaping of regional culture first needs to start from the individual concept consciousness and cultivate innovation and entrepreneurship. Individuals are the main body and micro-foundation of entrepreneurial behavior and innovative cultural spirit in the development of regional entrepreneurial culture. Therefore, it is necessary to pay attention to the open values \represented by innovation in the individual and cultivate a kind of “bottom-up” regional cultural transformation and development path. The first is to intensify efforts to promote the entrepreneurial culture of the

region and promote the transformation of the official-centered thinking into the business-based thinking. The heavy business, pro-business culture and entrepreneurial thinking are conducive to the cultivation of regional entrepreneurship and the realization of innovation, while the official-based culture is not conducive to the development of market entrepreneurial culture. As the main body of innovation and the practitioner of entrepreneurship, entrepreneurs should change the over-emphasis on relationship management, political public relations, and access to resources through speculation. They should operate in strict accordance with market rules and enhance market awareness and competition awareness. The second is to promote the innovation culture and realize the transformation from the stick to the rules, the small rich, the safe to the innovation, the rich and the rich, and the open values represented by the pursuit of excellence, encouragement of adventure, tolerance and failure, and emphasis on innovation. The third is to promote a cooperative culture and realize the transformation from profit-making to win-win cooperation. Innovation and entrepreneurial activities need to form a division of labor, but also need to promote a culture of cooperation that is equal, win-win, and harmonious, and promote innovation and entrepreneurship through division of labor.

4. Conclusion

Through the research of this paper, it is found that the influence and mechanism of entrepreneurial culture on the development of regional entrepreneurial culture are mainly reflected in the following aspects: regional culture influences individual entrepreneurial culture awareness and individual entrepreneurial cultural behavior, regional culture influences regional technological innovation and technological progress, regional culture The institutional environment that affects regional development, regional culture affects the supply of labor and the renewal of human capital, regional culture influences corporate culture and corporate management, and regional culture also acts on the soft environment of entrepreneurial cultural activities. Based on the theoretical and empirical research results of domestic and foreign cultures on the development of entrepreneurial culture, this paper deeply analyzes the connotation and characteristic system of entrepreneurial culture, and systematically analyzes the mechanism of entrepreneurial culture on the development of regional entrepreneurial culture, including entrepreneurial culture and regional entrepreneurial culture. The main body of development, the role of entrepreneurial culture in the development of regional entrepreneurial culture and the mechanism of entrepreneurial culture on the development of regional entrepreneurial culture, initially established the mechanism and effect of regional entrepreneurial culture to promote the theoretical system of regional entrepreneurial culture development in China. Expand and improve.

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